ARTWORK GUIDELINES

Download item template from ColorWorxPrint.com

Create Layout Files with the Following Programs (Mac or PC):

• **InDesign** • **Illustrator** • **Photoshop** • **Corel Draw** (convert type to curves)

Please note <u>we cannot accept</u> files created with:

• Microsoft Publisher • Powerpoint • Word • PageMaker

Send ALL Required Files & Art Elements:

❑ use "package" function in program to collect all elements used in file, including: fonts, graphics, logos, scans, etc.

❑ vector art: convert type to outlines save as .**EPS**

❑ images (photos): 300 dpi high-res for CMYK & grayscale

 ❑ save as .**PSD** or .**TIF**

 ❑ **RGB low resolution (72 dpi) web graphics are not acceptable**

❑ scans: 1200 dpi, bitmap format save as .**PSD** or .**TIF**

If Sending a .PDF File as Artwork:

Wrong template, missing bleed, low-quality graphics will be rejected.

❑ high-resolution (print quality) .PDF documents, including ⅛" bleed

Ink Colors:

❑ four color process (full color) printing: use **CMYK - NOT PMS OR RGB**

 ❑ for large black areas (not type), we suggest the following rich-black mix: cyan 60%   magenta 40%   yellow 40%   black 100%

 ❑ avoid "Blues that look Purple" refer to the Pantone® Formula Guide and/or Pantone® Color Bridge *(www.Pantone.com)*

  ❑ choose a blue formula with 30% more cyan than magenta

Avoid Errors in Your Files:

❑ Proofread & test print your files: print color separations. Added charges apply if we need to modify your files. **We are not responsible for errors in supplied files**.

Sending Art Files

1 **Check that artwork & layout matches item specs**
• Follow Artwork Guidelines
• Label files with job name & dealer P.O. number

2 **Compress files (.zip) before sending**

3 **Upload Files & P.O.**
go to **colorworxprint.com**
choose **UPLOAD ART**
Login to **SelfService**
Click **ARTWORK UPLOAD**